wybc 640 ON YOUR DIAL

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

November 2, 1948

Miss Louise Deitz, Executive Secretary
Miss Barbara Ungerleider, Station Manager
Radio Station WCSR
Smith College
10 Prospect Street
Northampton, Massachusetts

Dear Misses Deitz and Ungerleider;

It is a pleasure to hear that another college has joined the rapidly increasing field of campus radio stations. On behalf of the Board of WYBC, the Yale Undergraduate Station, I want to extend our congratulations and best wishes for a successful first year.

I can easily understand the many problems you must be encountering in forming a smooth-functioning station. In this respect, if WYBC can be of any help, please have no hesitation in calling on us for whatever assistance we could offer along the lines of publicity, technical work, program management, advertising, or any other of the many aspects of Radio.

When you, or other members of your Board, are in New Haven, I hope that you will feel free to drop in for a visit in our studios in Hendrie Hall. We are on the air ten hours a day and there is usually always someone free who could describe the operations of WYBC to you. Better still, let me know when you are coming and I will arrange a tour. As I have been told reliably that your new WCSR studios are something at which to marvel, I hope to pay you a visit on my next trip to Northampton.

Again, please let me know if we can be of assistance along any specific lines of college radio operation. If you like, we would be glad to mail you various advertising rate cards, sample program schedules, and miscellaneous Standard Operating Procedure instructions.

Best wishes from WYBC to WCSR!

Sincerely,

Freeborn G. Jewett, Jr.
Public Relations